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South Africa, Republic of

Promotion Opportunities

Quarterly Report

2006

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Report Highlights:

This report highlights food and agricultural upcoming trade events in Southern Africa scheduled between April 2006 through March 2007. Angola and South Africa show growth in the tourism sector making them good prospects for food and beverage products. Despite the opportunities, entering the African market can be quite challenging. Attending one of the events can be an important first step to entering the market. We are currently recruiting for Angola's Alimenticia show, scheduled between May 30 – June 3, 2006. Contact us immediately, if you are interested in participating in this show. Tourism in South Africa is expected to grow by almost 6% over the next ten years, and currently contributes more than 9% to Gross Domestic Products. This is a remarkable achievement for a country that just over ten years ago, was not even on the tourists' map.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Pretoria [SF1]
[SF]

Disclaimer: "The promotional activities listed are provided for information purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Beware! All dates are subject to change. Please contact the organizer directly for further information."

The purpose of this report is to inform U.S. companies in the food, agriculture, and forest product sectors of potential export opportunities to Southern Africa and upcoming trade events.

SECTION 1: FAS/W ENDORSED TRADE SHOWS OUTSIDE SOUTH AFRICA

The office is currently recruiting for Angola's Alimenticia endorsed tradeshow. Details are as shown below, contact the office immediately if you are interested in participating in this show:

Date	Event/Description	Location	Contact/Organizer
May 30 – June 3, 2006	Alimenticia Angola 2006 Angola's international exhibition of food, drink, hotelier, restaurants and vending. It is held annually.	Feira International de Angola (FILDA) Exhibition Center Luanda, Angola	Arena Angola Tel: 244 2 393 369 Fax: 244 2 397 320 Email: info@arenaangola.com www.arenaangola.com

For more information on doing business in Angola, our office prepared Angola Exporter guide (AO6001). To download this report please go to our website at: www.fas.usda.gov. Scroll down to "Reports and Forecasts", and click on "Attache Reports". Select the 3rd option search by AGR Number, and type in AO6001.

SECTION 2: TRADE SHOWS IN SOUTH AFRICA RECOMMENDED BY POST

There are no FAS endorsed Trade Shows planned in South Africa, however we are happy to share below information on the upcoming food and beverage shows:

Date	Event/Description	Location	Contact/Organizer
May 4 – 6, 2006	International Franchise & Entrepreneurs Expo 2006 FBOE in it's 13 th year, is firmly positioned as the ultimate platform for the franchise, investment and business opportunities market. The showcase,	Sandton Convention Center, Sandton Johannesburg, South Africa	Theresa da Costa Kagiso Exhibitions Tel: 27 11 661 4000 or 802 1611 Fax: 27 11 496 3992 Email: Theresa@kagisoexpo.co.za Website: www.fasa.co.za

	which is more than just an Expo, assists aspiring entrepreneurs & small to medium business owners, to change their lifestyle or career paths by owning their own businesses and gives franchisers and companies offering business opportunities the invaluable opportunity to meet face to face with potential new investors.		
May 6 – 9, 2006	<p>Indaba 2006</p> <p>Indaba is the largest tourism marketing event on the African calendar. Indaba brings together a showcase of Southern African tourism products and services for the International travel trade. Exhibitors include provincial authorities and provincial products. Exhibitor categories include accommodation, tour operators, game lodges, transport, online travel, media publications and industry associations. Outdoor exhibitors include transport, camping and safari companies.</p>	International Convention Center (ICC)& Durban Exhibition Center (DEC), Kwa Zulu Natal, Durban, South Africa	<p>Jacqui Reynolds, Exhibition Manager Kagiso Exhibitions Tel: 27 11 661 4006 Fax: 27 11 496 3933 Email: indaba@kagisoexpo.co.za Or jacqui@kagisoexpo.co.za</p> <p>Websites: Kagiso Exhibitions: www.kagisoexpo.co.za Indaba: www.indaba-southafrica.co.za South African Tourism: www.southafrica.net</p>
May 18 – 21, 2006	The Good Food & Wine Show	Cape Town International Convention Center	<p>Louise Gourmet Food Festival Tel: 27 21 797 4500</p>

September 7 – 10, 2006	In its 10 th year, is the Southern Africa's largest exhibition on food, wine and lifestyle. Experience sectors such as spirits of Africa; "Whats new section for brand new products; healthy living section; farm produce; and foods from around the world. May show takes place in Cape Town, while September show is scheduled for Johannesburg.	Cape Town, South Africa Gallagher Estate Johannesburg, South Africa	Fax: Email: louise@gourmetsa.com Website: www.gourmetsa.com
May 26 – 4 June, 2006	2006 Royal Agricultural Show The Royal show is a mixed trade and commerce exhibit with a fully-fledged agricultural component comprising 30% of the exhibitor mix. The event attracts commercial exhibitors, agricultural and livestock exhibitors which draw in the region of 230,000 visitors including approximately 3,000 farmers from all 9 provinces.	Pietermaritzburg, Kwazulu Natal Durban, South Africa	The Royal Agricultural Society of Natal Tel: 27 33 345 6274 Fax: 27 33 394 3540 Email: rshow@iafrica.com or info@royalshow.co.za Website: www.royalshow.co.za
May 31 – June 2, 2006	Hostex Cape 2006 (South Africa's International Hospitality & Catering Exhibition) First established in Johannesburg in 1986. South Africa's premier	Cape Town International Convention Center Cape Town, South Africa	Lindy Taylor Exhibitions for Africa Tel: 27 11 886 3734 Email: lindyt@exhibitafrica.co.za Website: www.hostexcape.co.za

	<p>hospitality, catering and food service exhibition alternates between Johannesburg and Cape Town on an annual basis. This exclusive business-to-business event targets the hospitality, catering, décor, design or retail industry.</p>		
July 23 – 25, 2006	<p>Africa's Big Seven 2006</p> <p>The annual exhibition is an umbrella event that brings together seven shows, under one roof. It showcase food, retail and Fast Moving Consumer Goods (FMCG) products with manufacturing processes. The seven exhibitions are: The Pan Africa Retail Trade Exhibition; Hardware, Housewares Africa; Retail Solutions Africa; Agri-Food; International Fair for the Meat Industries of Africa; Interbake Africa; and Dairy Deli Africa.</p>	Gallagher Estate Johannesburg, South Africa	<p>Exhibition Management Services - EMS Tel: 27 11 783 7250/1/6/9 Fax: 27 11 783 7269 Email: admin@exhibitionsafrica.com Website: www.exhibitionsafrica.com</p>
July 26 – 29, 2006	<p>Woodpro Africa 2006</p> <p>In its 8th year, Woodpro Africa has built its reputation as being the definitive technology showcase for the</p>	NASREC Johannesburg, South Africa	<p>Ros Nash Specialized Exhibitions Tel: 27 11 835 1565 Fax: 27 11 496 1161 Mobile: 27 83 399 5374 Email: Charlene@specialised.com Website: www.specialised.com</p>

	latest developments and trends for a broad cross-section of the woodworking industry.		
August 29 – September 1, 2006	All Fresh 2006 Expo “All Fresh! – the one event”, is the single national summit for suppliers and producers in the fresh produce industry.	Sun City North West, South Africa	Carien Landman Tel: 27 15 307 1027 Fax: 27 15 307 1393 Mobile: 27 83 630 3607 Email: carienl@tiscali.co.za Or Marianne van der Laarse Tel: 27 12 322 0696 Fax: 27 12 332 0547 Mobile: 27 82 388 1000 Email: Marianne@qcfresh.com Website: www.allfresh.co.za
October 11 – 15, 2006	SAITEX 2006 The 14 th annual international South African International Trade Exhibition (SAITEX) is a strictly business and trade fair with exhibitors representing various government and industry sectors. Exhibitors will be exposed to more than 7,000 agents, distributors, exporters and importers, with well established infrastructure and trade networks throughout Africa and the world. SAITEX 2006 is co-located with Manufacturing South Africa Exhibition (MANSA), which will be focusing in the industrial, engineering and manufacturing	Gallagher Estate Johannesburg, South Africa	Anina Hough SAITEX Sales Manager Kagiso Exhibitions (Pty) Ltd Tel: 27 11 661 4000 Fax: 27 11 496 3996 or 496 3883 Mobile: 27 83 260 8131 Email: anina@saitex.co.za Or askme@saitex.co.za Website: www.saitex.co.za

	sectors.		
October 20 – 22, 2006	<p>Natural & Organic Products Exhibition</p> <p>This is an annual event, which alternates between Johannesburg and Cape Town, South Africa. The growth rate of the natural and organic industry, has been phenomenal, and it is expected that this global growth will continue at a rapid pace in South Africa. The exhibition is a forum dedicated to facilitating the growth and support of the emerging industry, and will attract buyers from retail, service and health industries. 2007 top new natural and organic products will be showcased.</p>	Gallagher Estate Johannesburg, South Africa	<p>Janine Johnson Specialized Exhibitions Shows and Events Tel: 27 21 671 0935 Fax: 27 21 671 0176 Email: Janine@specialised.com Website: www.naturalandorganic.co.za</p>
March 13 – 16, 2007	<p>Propak Africa 2007</p> <p>Propak co-locate 3 shows under one roof, namely Propak Africa (packaging equipment & supplies); Foodpro (food processing expo); and Pro-Plas Africa (Plastics and Rubber Expo). Propak is Africa's largest and most comprehensive packaging, processing, labeling and plastic exhibition</p>	NASREC Johannesburg, South Africa	<p>John Knocker/Dawn Niemack Specialized Exhibitions Tel: 27 11 835 1565 Fax: 27 11 496 1161 Email: jhck@specialised.com Or dniemack@specialised.com Website: www.specialised.com</p>

SECTION 3: OTHER UPCOMING PROMOTIONAL ACTIVITIES OUTSIDE SOUTH AFRICA

May 24 – 28, 2006	<p>The Madagascar International Fair (MIF) 2006</p> <p>The MIF will have space organized by country. Each participating country will present its offerings in a customized covered exhibit space of over 220 m/square. Sectors include Home & Hardware; Household equipment; multimedia; handicrafts; fashion; sports and leisure; agriculture; and industrial equipment.</p>	<p>Mahamasina Sports Palace Antananarivo, Madagascar</p>	<p>Premiere Ligne 13, rue Ratsimilaho Antaninarenina BP. 8612 – 101 Antananarivo Madagascar Tel: 020 22 212 40 Fax: 020 22 212 41 Mobile: 032 07 212 40 Email: fim@blueline.mg</p>
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SECTION 4: POST CONTACT AND FURTHER INFORMATION

Should you have any questions or comments regarding this report or need further assistance, please contact AgPretoria at the following address:

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Email: agpretoria@fas.usda.gov

For more information on exporting U.S. agricultural products to other countries, please visit the Foreign Agricultural Service's website at: <http://www.fas.usda.gov>